

## **IowAccess Project Project 2 & 3: Internet Training & Materials**

### **Activities Proposal for Internet Training Pilots Kirkwood Workplace Development Services**

#### **PHASE I**

##### *Internet Material Literature and Training Material Research and Review*

Scope: The Kirkwood Workplace Development Services (KWDS) Project Manager will conduct a literature review and research information available about Internet materials, trainings, and studies on effectiveness of approaches. Findings will be combined with the general public and government employees needs assessment data. This information will be used to validate and/or revise the proposed training plan and preliminary training schedule outlined in Phase II.

##### **Steps:**

1. *Form Research Advisory Committee.* Role of committee is to suggest potential Internet material sources, provide feedback to evaluation process, and provide feedback on resulting training plan and schedule.
2. *Conduct literature review.* Procure appropriate resources for evaluation, establish grading and categorical scale, determine effectiveness and appropriateness of material. Make recommendations through the literature evaluation report on materials to be used for the IowAccess training pilots in areas of Internet public relations, Internet awareness, and Internet training (instructor-led and self-paced).
3. *Combine literature review outcomes with needs assessment data.* Make recommendations on changes to proposed training plan and training schedule. Review findings and recommendations with Advisory Committee. Redefine training scope and training outcomes as warranted.

#### **PHASE II**

##### *Design and Develop Training Modules*

Scope: Develop the following training modules for Internet Training Pilots. Listed below are suggested “general” and “customized” training modules which may change as a result of Phase I. Curriculum will be developed for each module using materials identified in Phase I if appropriate for the subject and training delivery mechanism utilized. Modules 1 through 3 will be Beta tested to ensure training outcomes are accomplished.

- Module 1: *Foundations and Terminology of the Internet*  
Version 1. for the general public  
Version 2. for the government employee

Each version delivered through Face-to-face, ICN, VCC Conference Site, and VCC  
Desktop training environments.

- Module 2:        *Navigation: Access and On-line Use of the Internet*  
                       Version 1. for the general public  
                       Version 2. for the government employee
- Each version delivered through Face-to-face, ICN, VCC Conference Site, and VCC Desktop training environments.
- Module 3:        *Internet As A Business Tool*  
                       Version 1. for the general public  
                       Version 2. for the government employee
- Each version delivered through Face-to-face, ICN, VCC Conference Site, and VCC Desktop training environments.
- Module 4:        *Governmental Policy and the Internet*  
                       Version 1. for the government decision makers
- Each version delivered through Face-to-face, ICN, VCC Conference Site, and VCC Desktop training environments.
- Module 5:        *How to Provide Internet Customer Service*  
                       Version 1. for the government service provider
- Each version delivered through Face-to-Face, ICN, VCC Conference Site, and VCC Desktop training environments.
- Module 6:        *Customized Module for Government Sector*  
                       Version 1. for the government employee to be determined
- Each version delivered through Face-to-face, ICN, VCC Conference Site, and VCC Desktop training environments.

Nine Internet training modules will be developed. Each module will identify learning objectives, learning methodologies, and desired outcomes. Each training module will be designed for the audience being served as well as for the training delivery mechanism utilized. For instance, Training Module 1: Foundations and Terminology of the Internet will be developed for face-to-face delivery, this training shell will then be adapted as appropriate for the remaining three training delivery mechanisms. Thus, a total of 36 classes will be developed.

An Educational Advisory Committee will be formed to review curriculum, attend Beta workshops, and evaluate the sessions. The committee's role will be to offer feedback on improvement or changes to the curriculum.

### **Phase III**

#### *Finalize Training Schedule and Delivery Mechanisms*

Scope: Based on Phase I and II outcomes, the final training schedule will be planned and arrangements for technology delivery mechanisms secured. This will be done in coordination with site locations and participant/audience groups. The following schedule is tentatively planned.

Training Module	Delivery Mechanism	Audience Served
Module 1:	Face-to-Face ICN VCC Conference Site VCC Desktop	General Public (non-user) Government Employee (non-user)
Module 2:	Face-to-Face ICN VCC Conference Site VCC Desktop	General Public (non-user) Government Employee (non-user)
Module 3	Face-to-Face ICN VCC Conference Site VCC Desktop	General Public (user) Government Employee (user-those who put items on the Internet)
Module 4	Face-to-Face ICN VCC Conference Site VCC Desktop	Government Employee (decision maker)
Module 5	Face-to-Face ICN VCC Conference Site VCC Desktop	Government Employee (front-line)
Module 6	Face-to-Face ICN VCC Conference Site VCC Desktop	TBD

## Phase IV

### *Develop Promotional and Marketing Materials*

Scope: Based on training site locations and participant groups chosen, appropriate PSA's, advertisements, press releases, flyers, catalogs and other promotional materials for the Internet training pilots for both general public and government employee audiences will be developed by KWDS. Workplace Development Services will suggest appropriate marketing and distribution outlets and will assist with distribution as directed by the IowaAccess Project Co-Leaders and Committee. Funding for the actual distribution (mailing, advertisement, etc.) has not been included in the attached budget.

## Phase V

### *Conduct Training Workshops*

Scope: Conduct and manage the Internet training offerings. Kirkwood WDS will make available phone-in registration and will maintain class lists. Staff will communicate with the evaluation team and forward appropriate class evaluations and student information. Project staff will confirm all arrangements, provide customer service, and student follow-up as needed. A mid-course review will be conducted to allow adjustments to be made to the remaining training schedule as appropriate.

## **Phase VI:**

### *Develop Self-Guided Materials*

Scope: Develop materials for self-paced training to potential/interested Internet users. Feedback received from the Customer Service training session to develop materials. Materials will be reviewed with the Educational Advisory Committee utilized in Phase II. Once the self-paced materials have been developed, project staff will reproduce the materials and distribute to identified government agencies.

## **Phase VII:**

### *Develop Kiosk Training Tool*

Scope: For use on Kiosk units being used in government agencies throughout the state, an interactive, multimedia Internet Introduction and Training unit will be developed for the user. This interactive training tool will be developed in collaboration with the IowaAccess project team, the Educational Advisory Committee, and the KWDS project team. The vendor/technical developer will be Kirkwood's partner--Envoy Global/Creative Media.

## **Phase VIII:**

### *Liaison with Evaluation Team*

Scope: The Project Manager will partner and communicate regularly with the evaluation team to ensure that curriculum development and training delivery evaluation factors are determined and measured. After completion of Phase V, the Project Manager will remain in communication with the evaluation team as needed. The Project Manager will prepare a final report for IowaAccess based on the above Project Phases.